

Message Text

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R 102313Z JAN 74

FM SECSTATE WASHDC

TO AMEMBASSY WARSAW

UNCLAS STATE 005935

E.O. 11652: N/A

SUBJ: VOLSPKR FOR ECONOMIC STP: DR. J. HART WALTERS

1. DR. J. HART WALTERS, PROFESSOR MARKETING, TEMPLE UNIVERSITY SINCE 1968, WILL BE VISITING POLAND JAN 15-FEB 15, 1974, WHILE ON STUDY-LEAVE FROM TEMPLE UNIV. FOR RESEARCH IN PLANNING OF MARKET DISTRIBUTION IN EAST EUROPE.

2. DR. WALTERS AVAILABLE LECTURE IN ENGLISH UNDER EMBASSY AUSPICES ON:

(A) IMPLICATIONS OF MARKETING ON SOCIETY

(B) CONCEPT OF ALIENATION: TRADE OR MARKETING?

3. TERMS: DOLS 50 HONORARIUM PER PROGRAM DAY PLUS PER DIEM.

4. DR. WALTERS BORN 1925. RECEIVED PH.D. IN ECONOMICS - MARKETING FROM UNIV. OF PENN. IN 1958, FORD FOUNDATION FACULTY RESEARCH GRANT 1961-62 FOR RESEARCH INTO INTERNAL TRADE SYSTEM IN POLAND. ASSOC. PROF. MARKETING, CORNELL UNIV. 1958-63; ASSOC. PROF. BUSINESS
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ADMINISTRATION, GWU 1963-68. AUTHOR: "MARKETING AND ECONOMIC SYSTEMS:

A GENERIC PERSPECTIVE"; "RESOLVING
THE BASIC CONTRADICTION OF MARKETING UNDER CAPITALIST AND SOCIALIST
CONDITIONS"; " 'MARKETING' I HANDEL"; "PRESSURES OF GROWTH ON THE
POLISH MARKETING SYSTEM"; NUMEROUS OTHERS IN HANDEL WAWNETRZNY,
QUARTERLY REVIEW OF ECONOMICS AND BUSINESS JOURNAL OF MARKETING,
ETC.

5. DR. WALTERS' CURRENT RESEARCH ON "MARKETING AND THE CONCEPT OF
ALIENATION" AND "CENTRALIZED PLANNING AND MARKETING IN SOCIALIST
ECONOMICS".

6. NAME CHECK INITIATED. FORWARDING VITAE.

7. DR. WALTERS ADVISED CONTACT EMBASSY ON ARRIVAL IN WARSAW TO
DETERMINE IF PROGRAMMING PROPOSED TOPICS POSSIBLE DURING HIS VISIT.
KISSINGER

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Message Attributes

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